2027 First Batch:

A Guide for First-Time Cookie Troops



girl scouts of northern california

ABC BAKERS

Cookie Hotline

800-447-4475, press 6

Hotline Hours:

January 4 – 29
Mon – Fri | 9AM - 7PM PT

February 1 – March 21
Mon – Sun | 9AM - 7PM PT

Hotline Closed:

Monday, January 18, 2027
Monday, February 15, 2027

Weekly Wednesday Night Webinars

January 6
Week 1—Initial Orders, Online Exclusives, booth signups, & Cookie Donation Program (CDP)

January 13
Week 2—Digital Cookie Troop vs Girl links & Booth Divider Proceed Pilot

January 20
Week 3—DC & SC flow

January 27
Week 4—Cookie financial processes and initial order delivery

February 3
Week 5—Booth safety

February 10
Week 6—Inventory Mgmt, placing a planned order, CDP match days

February 17
Week 7—Q&A with Cookie Donation Program allocation

February 24
Week 8—Risk-free return reminders & Q&A

March 3
Week 9—Inventory exchanged, return policy reminders, cupboard updates

March 10
Week 10—Close out checklist, reward submission, cookie allocation reminders

March 17
Week 11—Caregiver debt process, closing out the program, cookie allocation reminders

Welcome, New Cookie Troops!

Thank you for volunteering your time and efforts to assist your troop during their first Girl Scout Cookie Program.

This guide is designed to help first-time cookie troops confidently get started. You'll discover the different ways your troop can participate, review training requirements, explore the five essential skills Girl Scouts develop through the program, and learn how you can support them along the way as the Troop Cookie Chair (TCC).

Troop Cookie Chair Tips

- Determine what participation pathway your troop will choose. This will inform if you need additional training.
- Register and complete the 636 New Troop Cookie Chair 2027 training in gsLearn.
- Read the Troop Cookie Chair Guide – it has everything you need to know about the upcoming cookie season. Use the Table of Contents on the left side of the guide.
- Share the Family Cookie Guide with families and Girl Scouts and hold a parent/caregiver meeting. Meeting resources can be found in the TCC Google Drive, which includes useful resources like the cupboard contact list, family meeting support materials, Inventory Management Toolkit, and more. Keeping your families in the loop makes a smoother cookie program and is a great way to get helping hands during the program.
- Register for the weekly Wednesday night webinars to ask questions and get support throughout the season. The full schedule, topics, and links are in the "Training" section of the Troop Cookie Chair Guide and on the Cookie Volunteer Resource gsHelpCenter page.
- Use these cookie resources to support you throughout the season:
  - TCC Google Drive
  - gsHelpCenter | Cookie Volunteer Resource Page
  - gsHelpCenter | Cookie Newsletters
  - Call the Cookie Hotline (800-447-4475, press 6)

Cookie Season is More Fun with Family!

Take advantage of the Family Meeting Guides from Girl Scouts of the USA to explain the benefits of the cookie program to families and to ensure each girl has the support she needs at home as she learns to think like an entrepreneur.

- Exchange contact information with caregivers, including times and methods you can best reach each other.
- Share important program dates.
- Let families know how they can help both their Girl Scout and you! It's OK to ask for help.
- Discuss troop goals. Let them know what the girls are working toward!
- Share information about the Cookie Entrepreneur Family Pin. Each Girl Scout grade level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year.
- Check the TCC Google Drive for additional supporting family meeting resources.

How will your troop participate?

First, determine how your troop would like to participate in the Girl Scout Cookie Program. There are 3 ways, each catering to different levels of involvement and support. All offer the same 5 benefits for participating. No matter how you and your troop decide to participate, all Girl Scouts will receive a My First Cookie Season patch.



Key: ✓ Included or required ◯ Encouraged × Not included

Participation Pathway	How It Works	Adult Support	Inventory & Girl Delivery	Rewards & Proceeds	Booths & Walk-abouts
Troop Participation ***(Troops)*** **Traditional**	Girl Scouts participate as part of a troop and build their cookie business together. The troop may sell online, take customer orders, offer Girl Scout-delivery, manage inventory, and participate in booths or walkabouts. A troop leader or another qualified adult serves as the Troop Cookie Chair and completes required training to manage the program through Smart Cookies and Digital Cookie. Girl Scouts in participating troops earn individual rewards as well as troop rewards. To participate as a troop, jump over to the TCC Checklist!	✓ TCC required ✓ Training required	✓ In-person inventory available ✓ Girl Scout delivery optional	✓ Individual rewards ✓ Troop proceeds	✓Available
Juliette Participation ***(Individual Girl Scout)*** **No Troop**	Juliettes participate independently with the support of a caregiver and have access to many of the same opportunities as troop participants. The caregiver acts as the Troop Cookie Chair and manages orders, inventory, Digital Cookie approvals, reward selections, money, and deposits. Juliettes must complete the Juliette Participation Form before getting started. Juliettes earn proceeds in ranges, and GSNorCal houses these proceeds until the Juliette is ready to use them. For more information on how to use and request funds and how to support a Girl Scout Juliette with the cookie program, review the Juliette Participation in Product Programs gsHelpCenter article.	✓ TCC required - Caregiver ◯ Training encouraged	✓ In-person inventory available ✓ Girl Scout delivery optional	✓ Individual rewards ✓Juliette proceeds	✓Available
Cookie Lite Program ***(Troops or Individual Girl Scouts)*** **100% online**	Cookie Lite is a flexible, fully online option for Girl Scouts and troops that want to participate with fewer logistics or do not have a dedicated adult available to serve as Troop Cookie Chair. Girl Scouts operate their business 100% online through Digital Cookie, where customers can place shipped orders or make cookie donations. No physical inventory or in-person selling is required. Girl Scouts and troops are eligible for individual rewards, as well as troop rewards. To participate using this option complete the Cookie Lite Program Girl Scout Opt-in Form. If your Girl Scouts or troop would like to have on-hand inventory, deliver cookies in-person, or sell at booths or walkabouts, this option is not recommended.	× No TCC required	× No in-person Inventory available × No Girl Scout delivery	✓ Individual rewards ✓ Troop proceeds	× Not Available

Think about the support available to your troop and talk to your Girl Scouts to determine what would be the best pathway of participation this first year. Once you know, you can begin your required or optional training by following the checklist below.

TCC CHECKLIST

If you will be supporting your troop (or Girl Scout) in the traditional pathway, complete the items in the checklist below. Use your myGS credentials to verify which requirements below are outstanding or completed, to permit onboarding into the ABC Smart Cookies and Digital Cookie sites.

- [ ] Register for 2027 Girl Scout membership year.
- [ ] Have a current, clear background check on file with Girl Scouts of Northern California.
- [ ] Add the Troop Cookie Chair role for the current season in your myGS account.
- [ ] Free of council debt.
- [ ] Have a Troop Bank Account and submit the ACH Authorization Form.
- [ ] Complete 636 New Troop Cookie Chair Training 2027 on gsLearn. Log into myGS to access the course in gsLearn.
- [ ] Complete GSUSA Child Abuse and Neglect Prevention Course in gsLearn.
- [ ] Log into Smart Cookies once training is completed. Uploads to Smart Cookies occur every Tuesday and Thursday throughout the program.
- [ ] Register and attend TCC Wednesday Night Webinars. Schedule and links in the Troop Cookie Chair Guide.
- [ ] Access the Initial Order Calculator from the Inventory Management Toolkit in the Google Drive to place your IO in Smart Cookies (completed by troop, not Girl Scout).

Have troop leadership complete the 636 Troop Cookie Volunteer Support 2027 Learning Path in gsLearn to get access to Smart Cookies.

Volunteers who complete the learning path will be uploaded to Smart Cookies beginning January 18.

Meet the 2027 Cookie Lineup!



Adventurefuls – $7

Indulgent brownie-inspired cookies with caramel-flavored crème with a hint of sea salt.



Exploremores – $7

Sandwich cookies with chocolate, marshmallow, and almond flavored crème.



Lemonades – $7

Savory slices of shortbread with a refreshingly tangy lemon-flavored icing.



Trefoils – $7

Iconic shortbread cookies inspired by the original Girl Scout recipe.



Thin Mints – $7

Crispy chocolate wafers dipped in a mint chocolaty coating.



Peanut Butter Patties – $7

Crispy cookies layered with peanut butter and covered with a chocolaty coating.



Caramel deLites – $7

Crispy cookies with caramel, coconut, and chocolaty stripes.



Peanut Butter Sandwiches – $7

Crisp and crunchy oatmeal cookies with creamy peanut butter filling.



Girl Scout Sparkables [NEW Online Exclusive] – $7

Allergy-friendly oatmeal chocolate chip cookies dotted with colorful sprinkles.



Patch Pals [NEW Online Exclusive] – $9

Soft, blueberry muffin-inspired Girl Scout Cookies just for your dog.

Recursos en español, toca aquí.

Cookie Donation Program

Customers can support your troop's cookie goals and give back to the community by purchasing Donation Cookies—even if they don't want cookies for themselves! These cookies support food banks, military organizations, animal shelters, and hometown heroes.

How Does it Work?

Your troop invites customers to purchase Donation Cookies. Girl Scouts of Northern California coordinates the purchase and delivery of donated cookies. Your troop does not select recipients or deliver the cookies.



Three easy ways to get started

1. **Introduce it to families**—Share the Cookie Donation Program flyer so families can help their Girl Scouts explain this option to customers.
2. **Make it visible**—Display the flyer or table tent near your cookies or checkout area.
3. **Practice the pitch**—Use the reminder on the menu lanyard card to help Girl Scouts feel confident asking customers.







Try This Cookie Pitch with Your Troop!

"Would you like to purchase a box of cookies to donate? Our council delivers them to organizations that support our community!"

Help your Girl Scouts practice asking, explain the impact, and thank each customer for their support.

Every donated box makes a difference!

For more details, scan the QR code, or visit the Cookie Donation Program gsHelpCenter article.



Learn 5 Skills from the Cookie Program

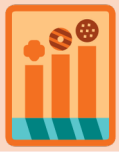
Through the Girl Scout Cookie Program, Girl Scouts learn...	This matters because...
Goal setting as they set cookie business goals individually and with their team and then create a plan to reach those goals.	They develop a strong sense of self and cooperation and team-building skills as they learn to set and reach goals to succeed in school, on the job, and in life.
Decision making by deciding what to do with their troop funds, how to market their business, and how to adjust their plans as they encounter challenges and new opportunities.	They develop critical-thinking and problem-solving skills that will help them make big and small decisions in their life; practice helps them make good decisions.
Money management as they develop and manage a troop budget, take cookie orders, track their sales, and gain confidence handling and managing money.	They gain practical life skills by knowing how to confidently handle, manage, and leverage money to do great things.
People skills as they learn how to talk to, listen to, and work with customers in person and virtually. Plus, they put teamwork into action as they reach their goals together.	These experiences help them develop healthy relationships and conflict-resolution skills for the future.
Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	They practice putting the positive values they learn as Girl Scouts into action to become ethical leaders.

girl scouts

Scan for more on badges

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur
Daisy	 My First Cookie Business	 Cookie Goal Setter	 Money Explorer	 My Money Choices	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Toy Business Designer
Brownie	 My Cookie Customers	 Cookie Decision Maker	 Budget Builder	 My Own Budget	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Budding Entrepreneur
Junior	 My Cookie Team	 Cookie Collaborator	 Budget Maker	 My Money Plan	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Jumpstart
Cadette	 My Cookie Venture; Cookie Market Researcher; Cookie Innovator	 Budget Manager; My Money Habits; My Dream Budget	 Year 1, 2, and 3 Cookie Entrepreneur Family Pins	 Business Creator		
Senior	 My Cookie Network	 Cookie Boss	 Savvy Saver	 My Financial Power	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Business Startup
Ambassador	 My Cookie Business Resume	 Cookie Influencer	 Financial Planner	 My Financial Independence	 Year 1 and 2 Cookie Entrepreneur Family Pins	 Entrepreneur Accelerator

Goal Setting

Help each Girl Scout set a personal goal for the upcoming Girl Scout Cookie Program. Discuss with them the difference between a goal that might be too easy versus a goal that is unrealistic. Once each Girl Scout has decided on their goal, have them complete a goal chart! **See pages 10-12 for goal chart options.**

Setting a troop goal is also important because it gives Girl Scouts a shared purpose and helps them decide how to use their cookie proceeds together. This can be decided at a troop meeting or during the cookie family meeting you host. Check out the Entrepreneurship Planning Session video for some ideas.

Goal charts and order forms in gsHelpCenter are great resources to help Girl Scouts track and reach their goals.

Planning Your Starting Inventory Order

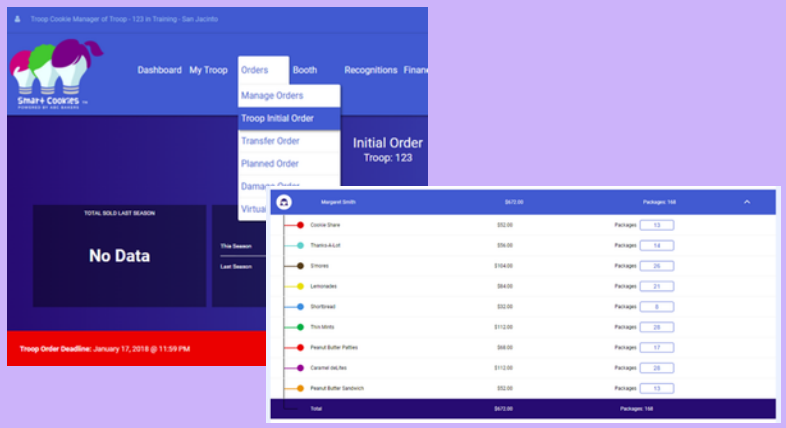
We highly encourage troops to adopt the best practice of placing an Initial Order (IO).

Here are reasons why placing your IO is important:

- It's easy to place and efficient to pick up
- You are guaranteed cookies for your first boothing weekend
- Cookies in-hand means only one stop per customer to deliver and collect money all at once.
- Fewer trips to the cupboard!

New troops can utilize the New Troop IO Worksheet in the Initial Order calculator for help with placing your IO. Find it in the Inventory Management folder in the TCC Google Drive.

How to Place an Initial Order in Smart Cookies



- Log into ABC Smart Cookies.
- Hover over the Orders tab. Click on Troop Initial Order.
- Enter the total of each variety by case. A case contains 12 packages of cookies.
- Click "Save" to save the order.
- Once the initial cookie order is saved, confirm your delivery and pick-up location.

Need help placing an Initial Order?
Watch the Troop Initial Order video to walk you through the process.

READY TO explore

Troop# _____

Girl Scout Cookie Goal _____

100%

75%

50%

25%



The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC Bakers is an of cial GSUSA licensee.

girl scouts | ABC BAKERS

25%

50%

75%

100%



READY TO EXPLORE

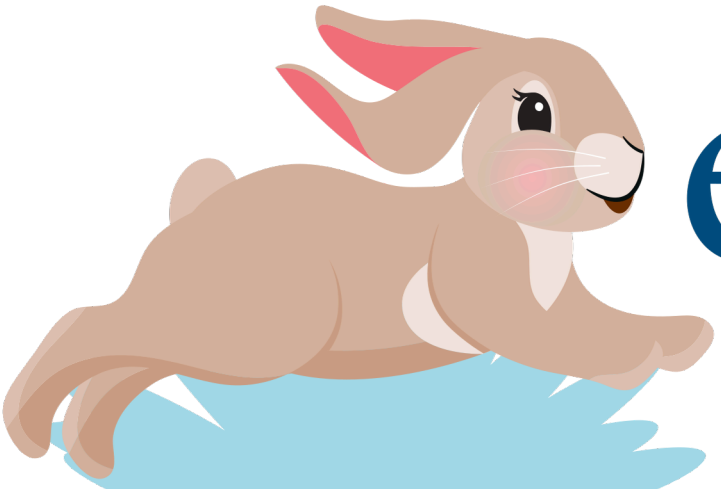
Troop#

Girl Scout
Cookie Goal

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC Bakers is an of cial GSUSA licensee.

girl scouts | ABC BAKERS

READY TO explore



100%



75%

50%



25%

Troop#

Girl Scout Cookie Goal

The GIRL SCOUTS® name and mark, and all other associated trademarks and logotypes, including but not limited to the Trefoil Design, are owned by Girl Scouts of the USA. ABC Bakers is an of cial GSUSA licensee.

girl scouts | ABC BAKERS

Decision Making

Customize the Cookie Program

There are lots of ways to participate. Work with your troop to figure out how many of these methods you would like to try this year. Check your options below and see your Troop Cookie Chair Guide for more details. Check out GSUSA's Navigating Ways to Participate for more tips.



Order Card

Order cards are a tried and true method to selling Girl Scout Cookies. Girls can begin taking orders **January 11, 2027** and they can continue taking orders during the entire program! To help reach their goals and increase earning potential, encourage girls to collect orders using the order card.

What makes this easy? Girls work primarily with their family to collect orders and you can retrieve exactly what you sold from nearby cupboards!



Walkabouts

Girls forgo the order card, but have cookies in hand after **February 3, 2027** that they can sell to customers. Imagine a wagon full of cookies going door to door.

What makes this easy? Orders and payments occur simultaneously, so there's no need to hunt down customers to deliver orders. They can even accept credit cards using the Digital Cookie App.



Digital Cookie

With the help of their caregiver, Girl Scouts can manage their online storefront on Digital Cookie. Customers can opt to have their cookies shipped, donated, or choose Girl Scout delivery.

What makes this easy? This is a safe and secure way for girls to reach customers near and far, without walking. Even better, all orders are paid online so there is no money to collect. Explore Digital Cookie resources for volunteers and families.



Cookie Booths

Set up outside of local businesses with a cookie booth to greet customers. Girl Scouts work in a small group in shifts. You can sign up for council-sponsored booths or contact your own businesses.

What makes this easy? Choose the dates/times/locations that work for your troop in Smart Cookies. Do as many as you like. During a 2-hour booth, a troop can sell up to almost 100 packages. To learn more about booths before deciding, check out the Cookie Booth Essentials and the Booth Safety Resources gsHelpCenter page.

People Skills

Getting Ready for Future Booths

While we don't recommend traditional cookie booths during a troop's first year, Girl Scouts can still have fun building their skills! They can practice with a mock booth, create booth signs and decorations, or host a simple cookie stand with their caregiver. A cookie stand takes place on a Girl Scout's property, usually the front lawn, and they sell a small inventory with their caregiver.

Set Up a Mock Cookie Booth

Help the troop get ready to interact with customers by setting up a mock cookie booth. Practice setting up the booth table, tablecloth, cookies, lanyards, and any posters or signage. Have Girl Scouts take turns as the customer and the seller. Let adult and teen volunteers take turns as well, presenting challenging situations.

For scenarios to practice, check out page 4 of the Cookie Booth Essentials.



Practice a Cookie Sales Pitch

Challenge Girl Scouts to come up with an elevator sales pitch. Remind them to keep it short and sweet, to win over the customers. This exercise encourages girls to embrace their business, so your troop can have its best cookie season yet!

For pitch practice ideas, review these resources:

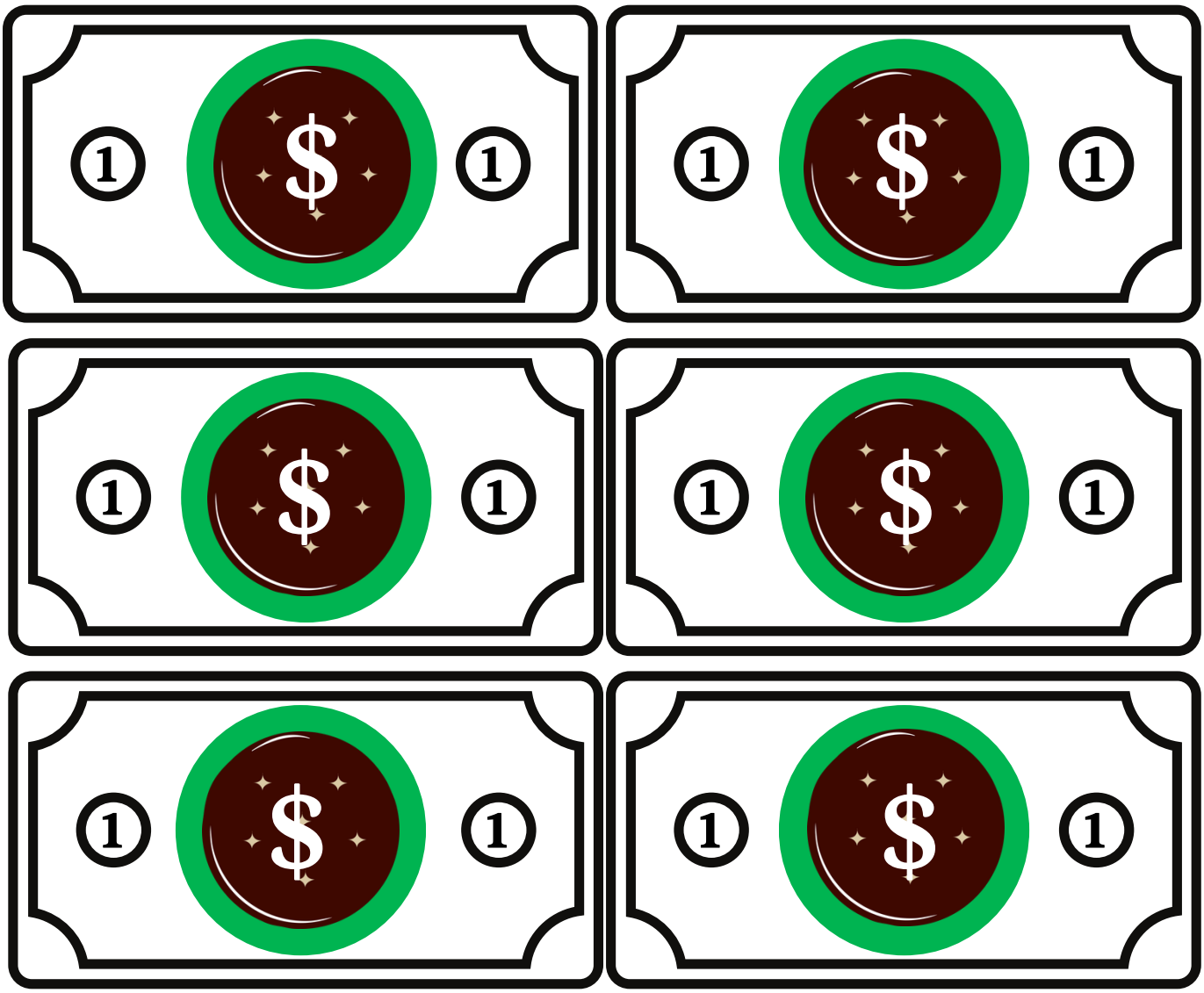
- Tips for Coaching Girl Scouts
- Girl Scout Cookie Sales Pitch Tip Sheet

Money Management

Use the cookie dollars document provided and make copies for all the Girl Scouts in your troop. You can cut apart the dollars, or have each Girl Scout cut their own. Have them practice their ask and upsell. Pay with the cookie dollars and have them count back change. Have parents/caregivers assist with counting if needed.

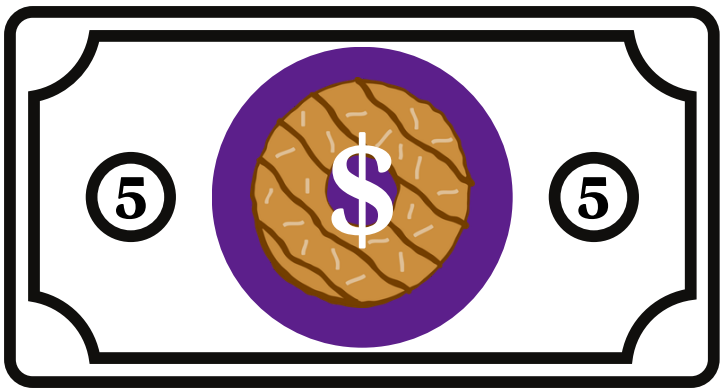
Supplies:

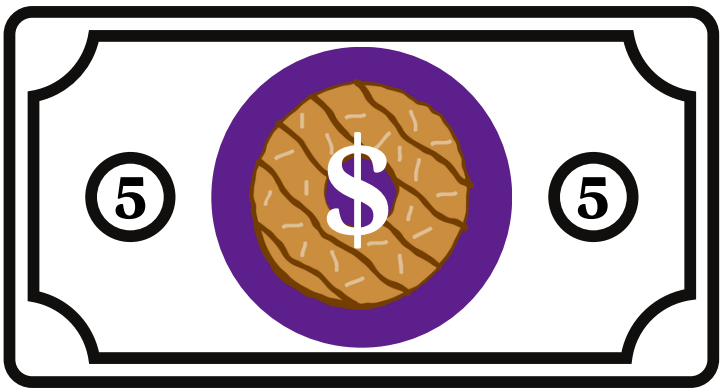
- Scissors
- Cookie Dollars—make copies for each girl to practice counting change

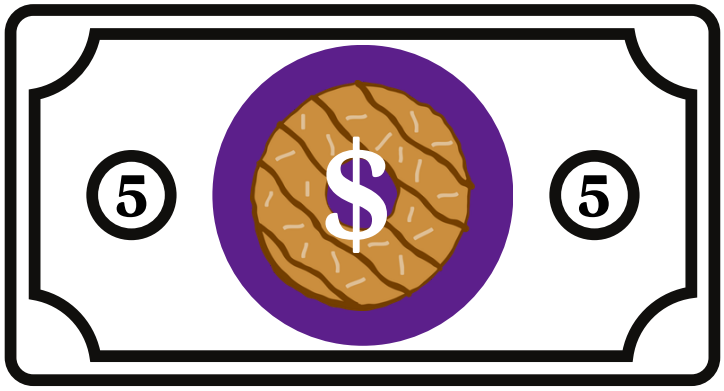


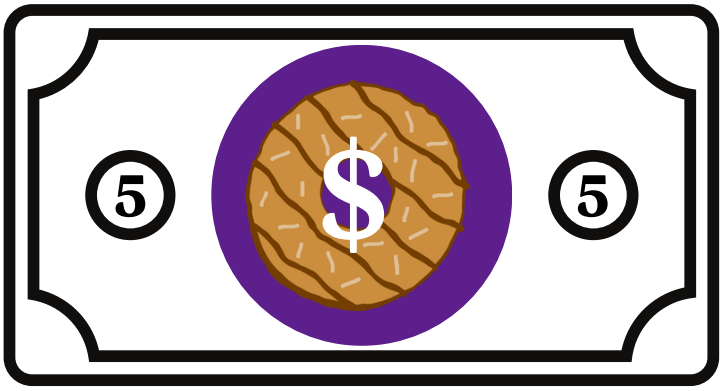
Money Safety Tip: Safeguard Money

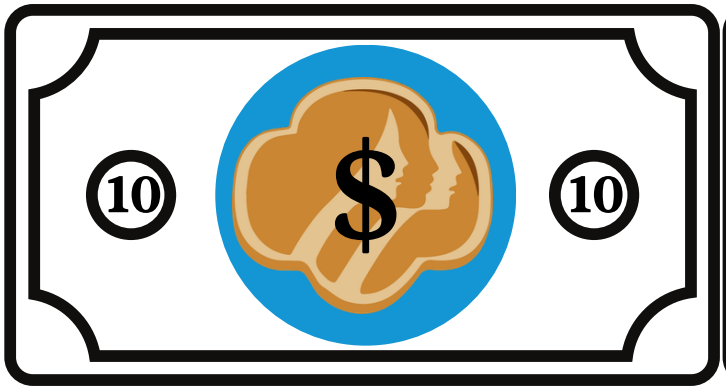
Always have a plan for safeguarding money. Avoid walking around with large amounts of money or keeping it at home or school. Deposit it into the troop account as soon as possible. At booths, use a money pouch and never leave it unattended.

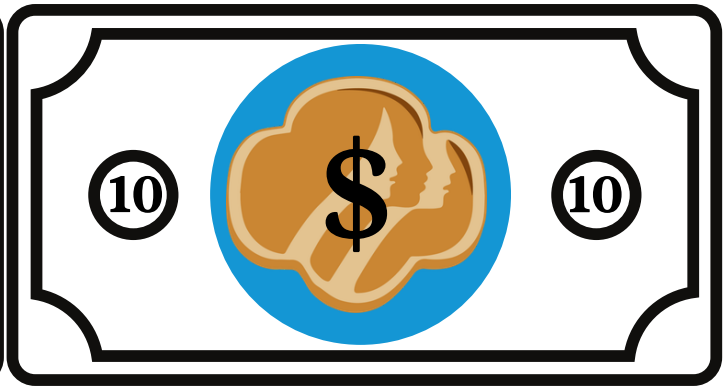

5
$
5

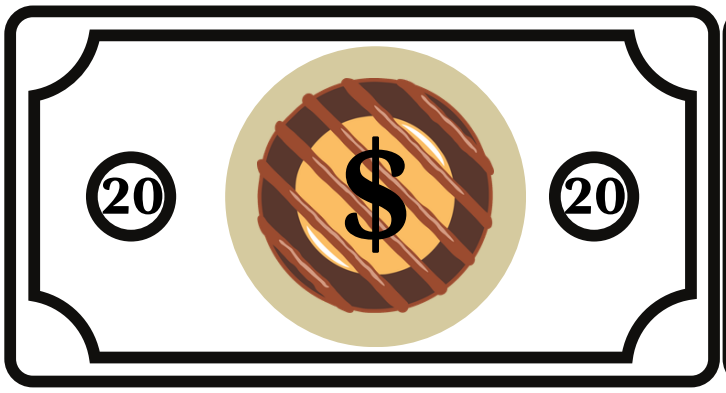

5
$
5

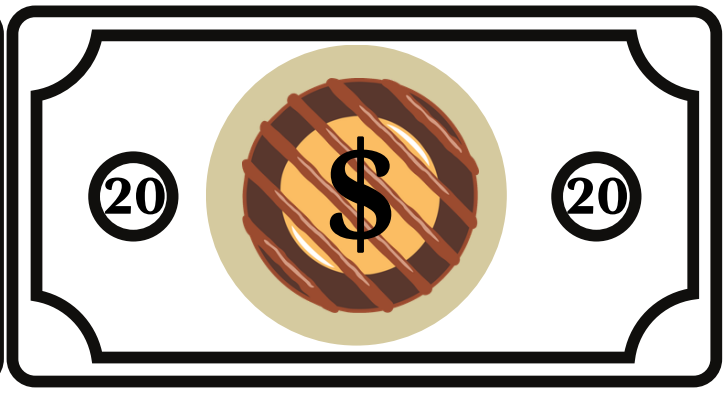

5
$
5

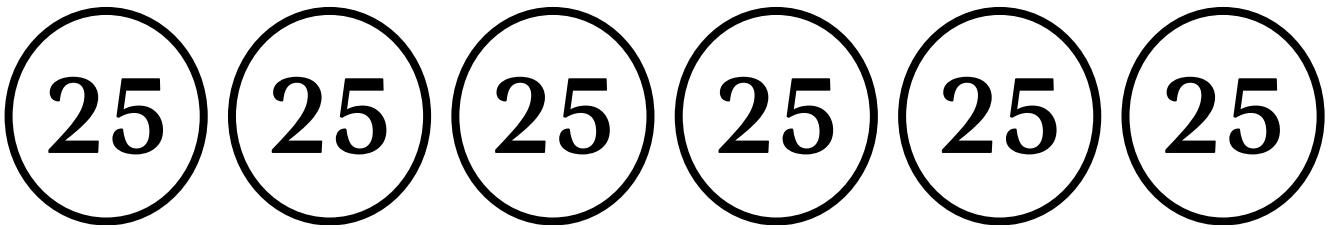

5
$
5


10
$
10


10
$
10


20
$
20


20
$
20


25
25
25
25
25
25

Business Ethics

The first step to great business ethics and running a successful business is knowing your cookie manners DOs and DON'Ts!

As a troop, play the included Cookie Manners DOs and DON'Ts Game to educate your entrepreneurs on the cookie manners they will be using while they interact with their customers!

Supplies:

- Scissors
- Cookie Manners DO's and DON'Ts Game

Instructions:

1. Find two empty tables where you can set up your "DO" and "DON'T" signs, one on each table.
2. Lay all the DOs and DON'Ts out on the floor/table in front of your labeled tables.
3. Guide your Girl Scouts to organize all the cards onto their correct table! They will determine if the card is a DO or a DON'T.
4. If there is debate amongst your Girl Scouts, have them give their reasoning behind why they think it is a DO or a DON'T.
5. Once they have completed and have all the answers complete, ask them if they can think of additional DOs and DON'Ts to add!





Say "Please" and "Thank You"

Get angry/upset if a customer doesn't purchase cookies.



DO



DON'T

DOs and DON'Ts

for Younger Girl Scouts (Daisies, Brownies)

Say "Please" and "Thank You"	Get angry/upset if a customer does not purchase cookies.
Set up cookie booth during scheduled time.	Leave empty cookie cases and trash for booth location staff to clean up.
Take cookie orders and begin selling cookies before February 7.	Share information about your favorite cookies and how your troop plans to use the proceeds.

Be friendly and kind to all customers.	
When doing walkabouts and door-to-door sales, use door hangers when neighbors are not home.	

ANSWER KEY:

DOs

- Say “Please” and “Thank You”
- Set up cookie booth during scheduled time.
- Take cookie orders and begin selling cookies before February 7.
- Share information about your favorite cookies and how your troop plans to use the proceeds.
- Be friendly and kind to all customers.
- When doing walkabouts and door-to-door sales, use door hangers when neighbors are not home.

DON’TS

- Get angry/upset if a customer does not purchase cookies.
- Leave empty cookie cases and trash for booth location staff to clean up.

DOs and DON'Ts

for Older Girl Scouts (Juniors and Above)

Tell customers about the fun experiences you've had as a result of selling Girl Scout Cookies.	Accept tips if a customer is not interested in purchasing cookies.
Inform customers not interested in purchasing cookies for themselves about our Cookie Donation Program.	Ask "Would you like to buy some cookies?"
Have your Troop Cookie Chair log your booth sales in the Smart Booth Divider within one week of the booth sale.	Rely on memory alone for which cookies contain which allergens.

Ask “Would you like to support Girl Scouts today?”	Carefully review allergen information prior to a booth sale.

ANSWER KEY:

DOs

- Ask “Would you like to support Girl Scouts today?”
- Carefully review allergen information prior to a booth sale.
- Have your Troop Cookie Chair log your booth sales in the Smart Booth Divider within one week of the booth sale.
- Inform customers not interested in purchasing cookies for themselves about our Cookie Donation Program.
- Tell customers about the fun experiences you’ve had as a result of selling Girl Scout Cookies.

DON’TS

- Rely on memory alone for which cookies contain which allergens.
- Ask “Would you like to buy some cookies?”
- Accept tips if a customer is not interested in purchasing cookies.

Thank You!

Thank you for volunteering your time to support your troop during this Girl Scout Cookie Program. We hope this guide helps your troop feel ready for its first season. Scan the QR codes below for resources that will guide you throughout the program, and consider printing this page for easy access.

Questions? Contact your Service Unit Cookie Program Advisor or the Entrepreneurship Program team at info@gsnorcal.org.

Cookie Resources

Troop Cookie Chair Guide	Volunteer Cookie Resources	Cookie Newsletters	TCC Google Drive
Cookie Family Guide	Family Cookie Resources	Digital Cookie Training Resources	Smart Cookies Training Resources